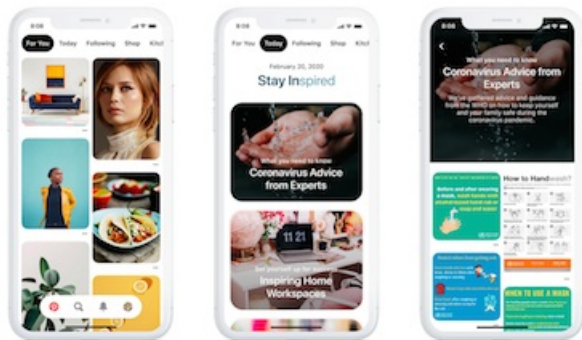


MEDIA/PUBLISHING

Pinterest moves up launch of Today tab for curated and trending topics

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Pinterest advanced the launch of its Today tab. Image credit: Pinterest

By LUXURY DAILY NEWS SERVICE

Pinterest has moved up the launch of its Today tab for daily inspiration as more consumers worldwide find themselves housebound over the COVID-19 outbreak.

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The Today tab will offer curated topics and trending Pins that make it easy to explore popular and current ideas. Pinterest team members will initially curate the topics, followed soon by guest editors.

"As people adjust to a new normal, they're coming to Pinterest to stay inspired," the company said. "In fact, over the last weekend, we saw an all-time high around the world with more saves and searches on the platform than any other weekend in our history.

"There has also been significant growth in use cases like planning what to cook, finding lesson plans and craft projects for kids, and tips for growing vegetables.

"And in the U.S., more people than ever were sending Pins to one another and idea sharing, with messages sent through our Send a Pin feature up 34 percent."

Here and now

Pinterest's Today tab will soon feature information from the World Health Organization and the Centers for Disease Control on topics such as hand washing during the coronavirus epidemic.

In addition, the Today tab will show inspiration in categories that are particularly popular right now such as children-friendly baking ideas, self-care tips, family-favorite movies and comfort food recipes.

Users simply have to click "Today" at the top of the home feed from their iOS or Android app for new ideas daily.

The home feed will continue to display personalized recommendations, but the Today tab will show popular ideas based on what is going on worldwide and trending searches.

"As people around the world come to Pinterest looking for inspiration, we'll surface ideas in the Today tab in the U.S. and the U.K., with more countries to come, and in places like home feed and search in additional places,"

Pinterest said.

"For example, last weekend, we saw the highest rates of user engagement in the history of the platform in countries like Italy, France, Spain and Germany. In France for instance, saves are up almost 30 percent versus last month.

"In the U.S., searches for "freezer meals" are up 155 percent in the past two weeks (compared to previous two), "working from home" up 170 percent and "indoor activities with kids" up 1,300 percent.

"The Today tab on mobile apps and compassionate search on the Web are rolling out today in the U.S. and U.K., with more countries to come."

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